

**Final Report to USAID on Cooperative Agreement No. 442-A-00-02-00172-00:
The Hesperian Foundation's Early Assistance Book for Children who are Deaf**
September 21, 2004

1. Progress Toward Project Objectives

The Hesperian Foundation is pleased to report on progress made in disseminating *Helping Children Who Are Deaf* since our last report.

Distribution

Since mid-May, we have directly distributed 1,100 copies of the book, including bulk orders from the Peace Corps, Teaching Aids at Low Cost (TALC), County of Copenhagen (Denmark), Forest Bookshop (a distributor of books on deafness), and Handicap International. Distribution to partners who contributed to the development of the manual is already ensuring its use in a wide array of countries.

We are particularly excited to see a substantial number of orders from customers who had not purchased books from Hesperian before but were reached through the extensive, book-specific outreach efforts detailed in our last progress report. Many people took advantage of a combination offer to acquire the revised and updated edition of *Disabled Village Children* (2003) and the first Early Assistance Series book *Helping Children Who Are Blind* along with *Helping Children Who Are Deaf*.

As we continue our outreach, we expect to see continuing momentum in sales of the book. Moreover, as copies are disseminated, we expect word-of-mouth to yield requests to our *Gratis* Book Program, which provides free Hesperian books to health workers/community leaders in poor communities in the developing world.

Translations

We are especially pleased to report that Bengali and Hindi editions for India are expected to be published by the West Bengal Voluntary Health Association in October 2004. We are particularly excited about their involvement, because their translations of *Helping Children Who Are Blind* became the centerpiece of a multi-state vision outreach program in India. An Urdu edition for Pakistan should be completed by the Association for the Rehabilitation of the Physically Disabled shortly after that. In addition, Bhakti Luhur Foundation CBR Development and Training Centre is working on an Indonesian translation and Punya Droz (who has been working with the Disability Action Council in Cambodia) is working on a Khmer translation. We are also following up with Gereltuya Tsegmid, director of The School for Deaf Children in Mongolia, which field-tested *Helping Children Who Are Deaf*. She had expressed interest in translating both this book and *Helping Children Who Are Blind*.

Continuing Outreach

We have also continued to promote the book and increase its visibility among potential users.

Electronic Media: Our mass email to over 6,000 people (which announced the book and encouraged people to visit the uploaded chapters of the book on our web site) has been widely

reposted on other listservs, including the DEAFINTL listserv (the Deaf Empowerment and Advancement Fellowship INternational List), which is a network to exchange information, ideas, resources, insights, advice, opinions, news, and feedback related to improving the lives of deaf and hard of hearing people in developing nations. Our email was also posted on the HIFnet at WHO listserv, which is the email discussion list for providers and users of health information in resource-poor settings, run by the World Health Organization and International Network for the Availability of Scientific Publications. Mention of the book was also circulated on the OneWorld listserv, and the International Disability and Development Consortium indicated that they would also send a short blurb to their global listserv about the book.

Helping Children Who Are Deaf has also been mentioned on a number of web sites, including the following pages on the OneWorld site:

Partners: <http://us.oneworld.net/article/frontpage/90/2330>

Strategic Partners: <http://us.oneworld.net/article/frontpage/90/4193>

U.S. Partnership Application: <http://us.oneworld.net/article/frontpage/90/4044>

Resources: <http://us.oneworld.net/article/archive/2320>

the International Deaf Children's Society web site:

http://www.idcs.info/news_events/latest_news/hesperian.html

http://www.idcs.info/resource_library/useful_publications/helping_children.html

Deaf Friends International:

www.workersforjesus.com/dfi/dfi_links.htm

the National Catholic Office for the Deaf – *Vision Magazine*:

www.ncod.org/vision/vcurrent/resources.htm

the Enabling Education Network:

www.eenet.org.uk/deaf/deafness.shtml

the Jamaica Association of the Deaf:

www.jamdeaf.org.jm/

and Enablement:

www.enablement.nl

Disabled People's International (DPI) has also indicated they will mention the book on their web site, and Abilityculture.com, a site focused on culture, arts, and entertainment for people with disabilities has agreed to place links to our site on their web sites.

Print Media: As mentioned in our previous report, we also sent over 150 complimentary copies of the book to deaf, disability, and parenting magazines, periodicals, and newspapers, in the hopes of getting the books reviewed and/or to place an advertisement of the book. We have already seen positive results from this outreach.

The Global Health Council's magazine *Global Health Link* listed a blurb about *Helping Children Who Are Deaf* in their May/June issue. The *Adapted Physical Activity Quarterly* out of Northern

Illinois University, which is a magazine for professors teaching in adapted physical activity and special education, students and parents, will review both *Helping Children Who Are Deaf* and *Helping Children Who Are Blind* in their next issue. The book was recently mentioned in *EENET* – Enabling Education Network newsletter, and in *Footsteps*, a magazine for international development workers and a review is pending in *Disability Tribune*. The organization Support for Families of Children with Disabilities in San Francisco has reviewed *Helping Children Who Are Deaf* and *Helping Children Who Are Blind* (and *Ayudar a los niños ciegos*) in their fall newsletter. Furthermore, the Ability Foundation in India informed us of their plans to carry an announcement for both books in the next issue of their magazine.

Additionally, *Helping Children Who Are Deaf* was covered in the *Forth Worth Star Tribune* (TX), the *Arizona Republic*, the *Houston Chronicle*, and the *Star Telegram* (KY) newspapers.

Finally, we have placed/are placing a number of ads for the book in various magazines and newsletters regarding disability, and continue to search for additional advertising opportunities that will help to ensure that this book reaches those who need it most. This includes National Association of the Deaf's magazine, *Endeavor* magazine, *Ragged Edge* magazine, *Views* magazine, and *ABLE* newspaper (NY).

Conferences and Meetings: Karen Heinicke-Motsch, an advisor to *Helping Children Who Are Deaf* and staff at Mobility International, attended the InterAction Forum in May. InterAction is a coalition of US-based non-profits working to promote human dignity and development in countries around the world. She took brochures and complimentary copies of *Helping Children Who Are Deaf* to disseminate to key international NGOs focused on health and disability.

Hesperian staff member Jane Maxwell (who is also working on our *Health Guide for Women with Disabilities*) recently attended the Disabled Person's International (DPI) summit in September, where we shared a table with Mobility International USA. This conference provided an excellent opportunity to get out the word about *Helping Children Who Are Deaf*, and Jane found great interest in the book. Perspektiva (Regional Society of Disabled People), an organization that may be interested in translating *Disabled Village Children* into Russian, took this opportunity to acquire a copy of *Helping Children Who Are Deaf*.

A special event is also planned at Gallaudet University on September 22, 2004, with the cooperation of USAID. Darlena David, co-author of *Helping Children Who Are Deaf*, will describe the extensive process to develop the book, the results of pilot studies of the book that took place worldwide, and the experience in working with Deaf communities in a variety of contexts, cultures, and countries across the globe. Charles Reilly and Amy Wilson, both of Gallaudet University, will talk about their experience as advisors throughout the creation of *Helping Children Who Are Deaf*, and Lloyd Feinberg of USAID will speak about USAID's role in supporting the book's development. Dr. Yarker Andersson will present about the problems foreign workers must be aware of in working with the international Deaf community.

2. Impediments to Achieving Project Objectives

Hesperian has not encountered any new impediments to achieving project objectives. We are currently on schedule to produce the Spanish edition, *Ayudando a los niños sordos*, in early 2005. We should note, however, that the process of translating all of the speech and sign bubbles in the illustrations and ensuring their accuracy for Latin America has been as intensive as we had anticipated. Nevertheless, we look forward to the successful completion of this edition.